

December 13, 2017



Genius Brands International Announces Global Premiere of Netflix Animated Series *Llama Llama*, Starring Jennifer Garner, on January 26, 2018

All-New Series is Based on the NY Times Bestselling Book Franchise from Penguin Young Readers with 20 Million Units in Print Worldwide

BEVERLY HILLS, Calif., Dec. 13, 2017 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ:GNUS) announced today the January 26, 2018 global premiere of *Llama Llama* on Netflix, the world's leading internet entertainment service. Based on the award-winning and bestselling book series by celebrated author and illustrator Anna Dewdney, the all-new *Llama Llama* animated series features the voice talent of award-winning actress Jennifer Garner.



The new animated series, *Llama Llama*, is based on the award-winning and bestselling book series by celebrated author and illustrator Anna Dewdney and features the voice talent of award-winning actress Jennifer Garner.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/68d8a89f-08dd-427f-9669-e798d9bb3660>

Llama Llama will debut worldwide with 15 x 30" episodes, which have been produced in 20 different languages. The preschool series is about first childhood experiences and

adventures, as well as the special connections between the lead character, Llama, his Mama and his grandparents. *Llama Llama* tells heart-warming tales of life in a safe, friendly town seen through the eyes of Llama as he interacts with the amazing world around him.

"From the caliber of the development and production team and our best in class media partner Netflix to the talent and passion that Jennifer Garner brought to the series, *Llama Llama* has truly been a dream project for Genius Brands, and we are extremely proud to deliver a series that we believe honors Anna Dewdney's legacy," stated Andy Heyward, Chairman & CEO, Genius Brands. "The series is just the beginning of our creating a global entertainment franchise for *Llama Llama*, including a worldwide licensing, merchandising and retail program to launch next year, that will take the brand to the next level."

Llama Llama was developed and produced by an all-star team of creators, including director Saul Blinkoff (*Doc McStuffins*, *Barbie's Dreamtopia*, *Winnie the Pooh*), Emmy Award-winning writer Joe Purdy (*Arthur*, *Hey Arnold!*), legendary Disney art director Ruben Aquino (*Frozen*, *The Lion King*, *Aladdin*, *Mulan*) and Emmy® Award-winning producers Jane Startz (*Ella Enchanted*, *Tuck Everlasting*, *The Indian In The Cupboard*, *The Magic School Bus* series) and Andy Heyward (*Inspector Gadget*, *The Real Ghostbusters*, *Strawberry Shortcake*). Dewdney's longtime partner, Reed Duncan, also serves as producer.

About Llama Llama

With 20 million units in print worldwide, Dewdney's *Llama Llama* books from Penguin Young Readers have all been *New York Times* bestsellers with several titles claiming the #1 spot, and her work has been translated into eight languages. Dewdney's soothing tales are synonymous with calming early-childhood anxiety and she was praised by the *Chicago Tribune* as a "geographer extraordinaire of the emotional terrain of preschoolers and their mothers." Books in her *Llama Llama* series include *Llama Llama Red Pajama*, *Llama Llama Holiday Drama*, *Llama Llama Misses Mama*, and *Llama Llama Time to Share*.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (NASDAQ:GNUS) is a leading global media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media distribution and retail channels. Led by award-winning creators and producers, Genius Brands distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, its portfolio of "content with a purpose" includes new preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; tween music-driven YouTube brand *SpacePOP*; award-winning toddler brand *Baby Genius*; adventure comedy series *Thomas Edison's Secret Lab*, and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also co-producing an all-new adult animated series, *Stan Lee's Cosmic Crusaders*, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Genius Brands' *Kid Genius Cartoon Channel* is currently available in approximately 60 million households. For additional information please visit www.gnusbrands.com.

Forward Looking Statements:

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current

expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's filings with the Securities and Exchange Commission (the "SEC"), not limited to Risk Factors relating to its patent business contained therein. Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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Source: Genius Brands International, Inc.